



PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)		Application Number	10/677,418
		Filing Date	October 2, 2003
		First Named Inventor	Zhibin Lei
		Art Unit	2681
		Examiner Name	Not Yet Assigned
Total Number of Pages in This Submission	5	Attorney Docket Number	64032/P006US/10303189

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form  <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment/Reply  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input checked="" type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  PTO Form SB/08 21 Cited References 1 Return Post Card
<div>Remarks</div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	FULBRIGHT & JAWORSKI L.L.P. R. Ross Viguet
Signature	
Date	April 15, 2004

Transmittal	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.	
Dated: April 15, 2004	Signature:  (John Pallivathukal)



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Dated: April 15, 2004

Signature: \_\_\_\_\_

(John Pallivathukal)

Docket No.:  
64032/P006US/10303189  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Zhibin Lei et al.

Application No.: 10/677,418

Confirmation No.: 8456

Filed: October 2, 2003

Art Unit: 2681

For: **SYSTEM AND METHOD FOR PROVIDING  
MULTIMEDIA WIRELESS MESSAGES  
ACROSS A BROAD RANGE AND  
DIVERSITY OF NETWORKS AND USER  
TERMINAL DISPLAY EQUIPMENT**

Examiner: Not Yet Assigned

**INFORMATION DISCLOSURE STATEMENT (IDS)**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits as far as is known to the undersigned (37 CFR 1.97(b)(3)).

A copy of each reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an

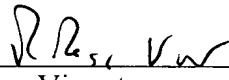
admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

Applicant believes no fee is due with this response. However, if a fee is due, the Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 06-2380, under Order No. 64032/P006US/10303189.

Dated: April 15, 2004

Respectfully submitted,

By   
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PTO/SB/08A (10-01)

Approved for use through 10/31/2002.OMB 0651-0031

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<b>Substitute for form 1449A/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	10/677,418
				Filing Date	October 2, 2003
				First Named Inventor	Zhibin Lei
				Art Unit	2681
				Examiner Name	Not Yet Assigned
Sheet	1	of	2	Attorney Docket Number	64032/P006US/10303189

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AA	US-5,946,646	Aug. 31, 1999	Schena et al.	
	AB	US-6,067,529	May 23, 2000	Ray et al.	
	AC	US-6,078,896	Jun. 20, 2000	Kaehler et al.	
	AD	US-6,119,101	Sep. 12, 2000	Peckover	
	AE	US-6,122,501	Sep. 19, 2000	Gallant	
	AF	US-6,157,946	Dec. 05, 2000	Itakura et al.	
	AG	US-6,208,387	Mar. 27, 2001	Magnusson et al.	
	AH	US-6,324,519	Nov. 27, 2001	Eldering	
	AI	US-6,332,127	Dec. 18, 2001	Bandera et al.	
	AJ	US-6,356,893	Mar. 12, 2002	Itakura et al.	
	AK	US-6,484,148	Nov. 19, 2002	Boyd	
	AL	US-6,506,046	Jan. 14, 2003	Luo	
	AM	US-6,584,323	Jun. 24, 2003	Son	
	AN	US-6,584,613	Jun. 24, 2003	Dunn et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See attached Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	CA	RIORDAN, Teresa, "Patents; Combing the Web for data on consumers that will let companies aim aids most effectively", New York Times, Business/Financial Desk, December 7, 1998, Obtained from, <a href="http://www.nytimes.com/librabry/tech/98/12biztech/articles/07/patents.html">www.nytimes.com/librabry/tech/98/12biztech/articles/07/patents.html</a> , 1 page.	
	CB	CHETHAM, Andrew, "Endure An Ad, Make A Free Call", Wireless Week, November 15, 1999, 2 pages.	
	CC	PASTORE, Michael, "Is That an Ad in Your Pocket?", Advertising on mobile devices could be e-marketing's next big thing. Obtained from, <a href="http://adres.internet.com/feature/article/0,1401,8961_299991,00.html">http://adres.internet.com/feature/article/0,1401,8961_299991,00.html</a> , 4 pages.	
	CD	"Otis To Join Forces With IBM And Next Generation Network To Provide Internet-Based Information In Elevators", Webpage Article, December 07, 1999, Obtained from, <a href="http://utc.com/press/realeses/1999-12-07.htm">http://utc.com/press/realeses/1999-12-07.htm</a> , 2 pages.	
	CE	BLAIR, Jayson, "Turning Pixels Into Panache" New York Times, Metropolitan Desk, February 17, 2000, 3 pages.	
	CF	"Faster fast food: Drive-through without stopping" January 28, 2000, obtained from, <a href="http://www.cnn.com/2000/FOOD/news/01/28/fast.food.reut">www.cnn.com/2000/FOOD/news/01/28/fast.food.reut</a> , 1 page.	

		Date Considered	
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Sheet	2	of	2	Attorney Docket Number	64032/P006US/10303189

	CG	"World Theatre, Inc. Teams Up with IBM to Revolutionize Out of Home Advertising and Press Forward to Create a New "On-Demand Marketplace". December 31, 1999, webpage obtained from, <a href="http://www.businesswire.com">http://www.businesswire.com</a> . 1 page.	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

		Date Considered	
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